



asset mapping activity

The following information was taken in part from: *The Power of Asset Mapping*, Luther K. Snow

The purpose of this exercise is not designed to have you look at your church in ways that will grow your membership, but more so to discover ways your church can be used to grow in spirit and ministry. It will help you envision ways that you may not have considered before on how your church can be an asset to the community around you.

Please note that when we mention doing an asset mapping of your church, we are also talking about the 'congregation.' People are assets and many who are willing to serve, they just need to be asked. But you can't ask if you don't know who can do what.

List of Basic Assets

Here is list of the five basic assets to consider. Use this list as you walk around your church property and as you talk to the congregation:

- Physical assets
- Individual assets
- Associations
- Institutions
- Economic assets

Getting Started

Depending on the size of your church property and your congregation, this could either go really quickly or it could take some time. Either way, in the end it will be well worth the efforts of everyone involved.

Break up into pairs, with pen and paper in hand walk around your church. Stop in every room and make note of what you see. Be specific. The example that Luther K. Snow gives in his book is looking at your church not just as a building but a place that has seating for 100 persons in the sanctuary. (paraphrased)

Once you are done, bring everyone back together. Have them write one sticky note for each room they visited and each idea they came up with. Using the list of the five basic assets, put a sticky note under the asset it most closely relates to.

Example: you have a large Fellowship Hall in your church's basement with a kitchen connected. There is also a stage at one end of the Fellowship Hall.

Your sticky notes would look something like this:

Large open room

Seating for 200

Room for 12 round tables, six chairs each table

Stage for entertaining

Stage for presentation

Kitchen from which to serve meals

Kitchen from which to prepare meals

When I look at this list I see the potential of:

A space for large events

A space for hosting banquets

A space to rent out for groups to have meetings

A space for someone to rent to start a business making pies

???? what else can you think of

Asset mapping the congregation

As you begin to consider approaching the congregation, think about the questions you will need to ask. This may vary from church to church, so think before you start. Be sure to come up with a list of questions that will fit your church, but do include some that are 'out of the box.' For example:

1. Are you willing to serve as a chaperone on a youth outing?
2. Are you willing to provide meals for youth meetings?
3. Are you willing to sponsor a youth on a trip?
4. What is your background or work experience?
5. What degrees or credentials do you hold?
6. What are your hobbies?
7. What is something you know you just can't do?
8. What are your spirit gifts?
9. What are you really passionate about?

Once you are done assessing the congregation, do the same thing you did when you completed the building assessment. Write each item on a sticky note and place it under the best-related basic asset.

Once you have completed all of this, hopefully you will begin to get an idea of just what gifts, graces skills, talents, abilities and resources your church and congregation are. From here you can begin to make a plan on how to move forward in becoming the church in that community that everyone wants to check out.